

**Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries**

| 1                     | 2                  | 3                  | 4                       | 5   | 6  | 7  | 8   | 20   | 21   | 22  | 23                      |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|--|---|--|--|---|-------------------------|
| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States  |   | NAICS Industries Producing the Product   |  |   | CPC Code                |
|                       |                    |                    | Can                     | Méx | US | Title  | Definition  | Can  | Méx  | US  |                         |
| 711                   | 1                  |                    |                         |     |    | Admissions to live performing arts performances                | Allowing individuals and/or groups to attend live performances of theatrical, musical, dance and other performing artists and companies. Includes admissions through sale of general public tickets, and seasonal subscriptions. Includes bundles of admissions with food and beverage service, backstage passes, etc. Includes personal seat licenses box leases. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.       | 711111<br>711112<br>711120<br>711121<br>711122<br>711130<br>711131<br>711132<br>711139<br>711191<br>711192<br>711199<br>711311<br>711312<br>711329<br>711510 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711139<br>711311<br>711312<br>711320<br>711329<br>711510<br>611<br>712<br>7131 | 7111<br>7112<br>7113<br>711410<br>711510<br>712<br>713110<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990 | 96210<br>96220<br>96230 |
| 711                   | 1.1                | X                  |                         |     |    | Admissions to live theatrical performances, non-musical        | Allowing individuals and/or groups to attend live performances of non-musical theatrical artists and companies. Includes admissions through sale of general public tickets and seasonal subscriptions. Includes bundles of admissions with food and beverage service, backstage passes, etc. Includes personal seat licenses box leases. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.                                 | 711111<br>711112<br>711311<br>711321<br>711322<br>711510<br>611  | 711111<br>711112<br>711311<br>711312<br>711320<br>711510<br>611  | 711110  | 96210<br>96220<br>96230 |
| 711                   | 1.2                | X                  |                         |     |    | Admissions to live musical theater and opera performances      | Allowing individuals and/or groups to attend live performances of musical theatre and opera companies. Includes admissions through sale of general public tickets and seasonal subscriptions. Includes bundles of admissions with food and beverage service, backstage passes, etc. Includes personal seat licenses box leases. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.  | 711111<br>711112<br>711311<br>711321<br>711322<br>711510<br>611  | 711111<br>711112<br>711311<br>711312<br>711320<br>711510?  | 711110<br>711120<br>711130<br>711190  | 96210<br>96220<br>96230 |
| 711                   | 1.3                | X                  |                         |     |    | Admissions to live symphony and classical music performances   | Allowing individuals and/or groups to attend live performances of symphony and classical music artists and companies. Includes admissions through sale of general public tickets and seasonal subscriptions. Includes bundles of admissions with food and beverage service, backstage passes, etc. Includes personal seat licenses box leases. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.                           | 711130<br>711311<br>711321<br>711322<br>711510<br>611  | 711131<br>711132<br>711311<br>711312<br>711320<br>611  | 711110<br>711120<br>711130<br>711190  | 96210<br>96220<br>96230 |
| 711                   | 1.4                | X                  |                         |     |    | Admissions to live popular music performances                  | Allowing individuals and/or groups to attend live performances of popular music artists and companies. Includes admissions through sale of general public tickets and seasonal subscriptions. Includes bundles of admissions with food and beverage service, backstage passes, etc. Includes personal seat licenses box leases. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.  | 711130<br>711311<br>711319<br>711321<br>711322<br>711329<br>711510<br>611<br>712<br>7131   | 711131<br>711132<br>711311<br>711312<br>711320<br>611<br>712<br>7131   | 711110<br>711120<br>711130<br>711190  | 96210<br>96220<br>96230 |
| 711                   | 1.5                | X                  |                         |     |    | Admissions to live dance performances, musical and non-musical | Allowing individuals and/or groups to attend live performances of dancers and ballet and dance companies. Includes admissions through sale of general public tickets and seasonal subscriptions. Includes bundles of admissions with food and beverage service, backstage passes, etc. Includes personal seat licenses box leases. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.                                       | 711120<br>711311<br>711321<br>711322<br>711510   | 711121<br>711122<br>711311<br>711312<br>711320<br>711510<br>611  | 711110<br>711120<br>711130<br>711190  | 96210<br>96220<br>96230 |
| 711                   | 1.6                | X                  |                         |     |    | Admissions to live public appearances and speeches             | Allowing individuals and/or groups to attend live public appearances and speeches by artists, athletes, entertainers, and other public figures. Includes admissions through sale of general public tickets and seasonal subscriptions. Includes bundles of admissions with food and beverage service, backstage passes, etc. Includes personal seat licenses box leases. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission. | 711311<br>711321<br>711510   | 711311<br>711312<br>711320<br>711510   | 711110<br>711120<br>711130<br>711190  | 96210<br>96220<br>96230 |

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| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States   |   | NAICS Industries Producing the Product |         |         | CPC Code |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|---|---|--|---------|---------|----------|
|                       |                    |                    | Can                     | Méx | US | Title   | Definition  | Can                                    | Méx     | US      |          |
| 711                   | 1.9                | X                  |                         |     |    | Admissions to live performing arts performances, nec. | Allowing individuals and/or groups to attend live performances of performing artists and companies, not elsewhere specified. Includes admissions through sale of general public tickets and seasonal subscriptions. Includes bundles of admissions with food and beverage service, backstage passes, etc. Includes personal seat licenses box leases. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.<br><br>Examples :<br><ul style="list-style-type: none"><li>• admission to circus performances;</li><li>• admission to stand-up comedy;</li><li>• admission to magic shows;</li><li>• admission to variety shows;</li><li>• admission to ice skating shows (except sport competitions).</li></ul>   | 711190                                 | 711191  | 711110  | 96210    |
|                       |                    |                    |                         |     |    |   |   | 711321                                 | 711192  | 711120  |          |
|                       |                    |                    |                         |     |    |   |   | 711322                                 | 711311  | 711130  | 96220    |
|                       |                    |                    |                         |     |    |   |   | 711329                                 | 711312  | 711190  | 96230    |
|                       |                    |                    |                         |     |    |   |   | 711510                                 | 711320  | 711510? |          |
|                       |                    |                    |                         |     |    |   |   |  | 711510  |         |          |
|                       |                    |                    |                         |     |    |   |   |  | 611     |         |          |
|                       |                    |                    |                         |     |    |   |   |  | 712     |         |          |
|                       |                    |                    |                         |     |    |   |   |  | 7131    |         |          |
| 711                   | 2                  | X                  |                         |     |    | Admissions to live sports events                      | Allowing individuals and/or groups to attend live sporting events. Includes admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. Personal seat licenses are a one-time fee that may be charged to purchase season tickets. Leasing of luxury suites or boxes are the leasing of private boxes usually to corporations for attendance at a series of live performances during a particular spectator sports season. Includes admission to baseball, basketball, football, hockey, soccer, tennis games, etc.<br><br>Examples:<br><ul style="list-style-type: none"><li>• admission to hockey games;</li><li>• admission to football games;</li><li>• admission to baseball games;</li><li>• admission to basketball games;</li><li>• admission to tennis matches;</li><li>• admission to ice skating competitions;</li><li>• admission to car and truck races;</li><li>• admission to soccer matches.</li></ul> | 711211                                 | 711212  | 711211  | 96510    |
|                       |                    |                    |                         |     |    |   |   | 711213                                 | 711311  | 711212  |          |
|                       |                    |                    |                         |     |    |   |   | 711218                                 | 711312  | 711219  | 96520    |
|                       |                    |                    |                         |     |    |   |   | 711319                                 | 711320  |         |          |
|                       |                    |                    |                         |     |    |   |   | 711329                                 | 611     |         |          |
|                       |                    |                    |                         |     |    |   |   | 713910                                 | 713910? |         |          |
|                       |                    |                    |                         |     |    |   |   | 713920                                 | 713941  |         |          |
|                       |                    |                    |                         |     |    |   |   | 713930                                 | 713942  |         |          |
|                       |                    |                    |                         |     |    |   |   | 713940                                 |         |         |          |
|                       |                    |                    |                         |     |    |   |   | 713950                                 |         |         |          |
|                       |                    |                    |                         |     |    |   |   | 713990                                 |         |         |          |

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| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States   |  | NAICS Industries Producing the Product                   |   |  | CPC Code                 |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|---|--|--|---|--|--------------------------|
|                       |                    |                    | Can                     | Méx | US | Title   | Definition   | Can  | Méx   | US   |                          |
| 711                   | 3                  |                    |                         |     |    | Contract live performing arts                           | Producing and presenting a live performance in the performing arts under contract to promoters, venue owners, and others. Includes performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.<br><br>Excludes:<br>• separate licensing of rights to use intellectual property stemming from performances is in product 10, Licensing of Rights to Use Intellectual Property Protected by Copyright.<br>• separate licensing of rights to exploit trademarked property at a live performance is in product 11, Licensing of Rights to Use Intellectual Property Protected by Trademarks.<br>• technical (non-performance) services is in product 13, Technical Artistic Services.      | 711111<br>711112<br>711120<br>711130<br>711190<br>711510 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711311<br>711312<br>711320<br>711410?<br>711510 | 711110<br>711120<br>711130<br>711190<br>711310<br>711320<br>711410 | 96210?<br>96220<br>96310 |
| 711                   | 3.1                | X                  |                         |     |    | Contract live theatrical performances, non-musical      | Producing and presenting a live non-musical, theatrical performance under contract to promoters, venue owners, and others. Includes performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.<br><br>Excludes:<br>• separate licensing of rights to use intellectual property stemming from performances is in product 10, Licensing of Rights to Use Intellectual Property Protected by Copyright.<br>• separate licensing of rights to exploit trademarked property at a live performance is in product 11, Licensing of Rights to Use Intellectual Property Protected by Trademarks.<br>• technical (non-performance) services is in product 13, Technical Artistic Services.     | 711111<br>711190<br>711510                               | 711111<br>711112<br>711311<br>711312<br>711320<br>711410?<br>711510   | 711110<br>711120<br>711130<br>711190<br>711310<br>711320<br>711410 | 96210?<br>96220<br>96310 |
| 711                   | 3.2                | X                  |                         |     |    | Contract live musical theater and opera performances    | Producing and presenting a live musical theater or opera performance under contract to promoters, venue owners, and others. Includes performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.<br><br>Excludes:<br>• separate licensing of rights to use intellectual property stemming from performances is in product 10, Licensing of Rights to Use Intellectual Property Protected by Copyright.<br>• separate licensing of rights to exploit trademarked property at a live performance is in product 11, Licensing of Rights to Use Intellectual Property Protected by Trademarks.<br>• technical (non-performance) services is in product 13, Technical Artistic Services.    | 711112<br>711120<br>711130<br>711190<br>711510           | 711111<br>711112<br>711311<br>711312<br>711320<br>711410?<br>711510   | 711110<br>711120<br>711130<br>711190<br>711310<br>711320<br>711410 | 96210?<br>96220<br>96310 |
| 711                   | 3.3                | X                  |                         |     |    | Contract live symphony and classical music performances | Producing and presenting a live symphony or classical music performance under contract to promoters, venue owners, and others. Includes performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.<br><br>Excludes:<br>• separate licensing of rights to use intellectual property stemming from performances is in product 10, Licensing of Rights to Use Intellectual Property Protected by Copyright.<br>• separate licensing of rights to exploit trademarked property at a live performance is in product 11, Licensing of Rights to Use Intellectual Property Protected by Trademarks.<br>• technical (non-performance) services is in product 13, Technical Artistic Services. | 711112<br>711130<br>711510                               | 711131<br>711132<br>711311<br>711312<br>711320<br>711410?   | 711110<br>711120<br>711130<br>711190<br>711310<br>711320<br>711410 | 96210?<br>96220<br>96310 |

**Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries**

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States   |  | NAICS Industries Producing the Product  |  |  | CPC Code                 |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|---|--|---|--|--|--------------------------|
|                       |                    |                    | Can                     | Méx | US | Title   | Definition   | Can   | Méx  | US   |                          |
| 711                   | 3.4                | X                  |                         |     |    | Contract live popular music performances                  | Producing and presenting a live popular music performance under contract to promoters, venue owners, and others. Includes performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.<br><br>Excludes:<br>• separate licensing of rights to use intellectual property stemming from performances is in product 10, Licensing of Rights to Use Intellectual Property Protected by Copyright.<br>• separate licensing of rights to exploit trademarked property at a live performance is in product 11, Licensing of Rights to Use Intellectual Property Protected by Trademarks.<br>• technical (non-performance) services is in product 13, Technical Artistic Services.   | 711130<br>711510<br><br>711131<br>711312<br>711320<br>711410?                               | 711131<br>711132<br>711130<br>711190<br>711310<br>711320<br>711410 | 711110<br>711120<br>711130<br>711190<br>711310<br>711320<br>711410 | 96210?<br>96220<br>96310 |
| 711                   | 3.5                | X                  |                         |     |    | Contract live dance performances, musical and non-musical | Producing and presenting a live dance performance under contract to promoters, venue owners, and others. Includes performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.<br><br>Excludes:<br>• separate licensing of rights to use intellectual property stemming from performances is in product 10, Licensing of Rights to Use Intellectual Property Protected by Copyright.<br>• separate licensing of rights to exploit trademarked property at a live performance is in product 11, Licensing of Rights to Use Intellectual Property Protected by Trademarks.<br>• technical (non-performance) services is in product 13, Technical Artistic Services.   | 711120<br>711510<br><br>711121<br>711122<br>711311<br>711312<br>711320<br>711410?<br>711510 | 711121<br>711122<br>711130<br>711190<br>711310<br>711320<br>711410 | 711110<br>711120<br>711130<br>711190<br>711310<br>711320<br>711410 | 96210?<br>96220<br>96310 |
| 711                   | 3.6                | X                  |                         |     |    | Contract live public appearances and speeches             | Making a live public appearance or speech under contract to promoters, venue owners, and others. Includes performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.<br><br>Excludes:<br>• separate licensing of rights to use intellectual property stemming from performances is in product 10, Licensing of Rights to Use Intellectual Property Protected by Copyright.<br>• separate licensing of rights to exploit trademarked property at a live performance is in product 11, Licensing of Rights to Use Intellectual Property Protected by Trademarks.<br>• technical (non-performance) services is in product 13, Technical Artistic Services.   | 711510  | 711510   | 711510   | 96210?<br>96220<br>96310 |
| 711                   | 3.9                | X                  |                         |     |    | Contract live performing arts performances, nec.          | Producing and presenting live performing arts, not elsewhere classified, under contract to promoters, venue owners, and others. Includes performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.<br><br>Examples:<br>• contract circus performances;<br>• contract stand-up comedy performances;<br>• contract magic shows;<br>• contract variety shows;<br>• contract ice skating shows (except sport competitions).<br><br>Excludes:<br>• separate licensing of rights to use intellectual property stemming from performances is in product 10, Licensing of Rights to Use Intellectual Property Protected by Copyright.<br>• separate licensing of rights to exploit trademarked property at a live performance is in product 11, Licensing of Rights to Use Intellectual Property Protected by Trademarks.<br>• technical (non-performance) services is in product 13, Technical Artistic Services. | 711190<br>711510<br><br>711191<br>711192<br>711311<br>711312<br>711320<br>711410?<br>711510 | 711191<br>711192<br>711130<br>711190<br>711310<br>711320<br>711410 | 711110<br>711120<br>711130<br>711190<br>711310<br>711320<br>711410 | 96210?<br>96220<br>96310 |
| 711                   | 4                  | X                  |                         |     |    | Contract live sporting events                             | Producing and presenting live sporting events under contract to individuals and business or public entities, such as promoters and venue owners, etc. Contracts may contain restrictions that define the time, manner, and geographical limits under which the client can commercially exploit the performance by selling admissions to the public.<br><br>Examples :<br>• contract hockey, football, baseball, basketball or soccer athlete or team services;<br>• contract tennis player services;<br>• contract sport ice skating services;<br>• contract car and truck race driver and team services<br><br>Excludes:<br>• granting broadcast and other media rights to sporting events is in product 12, Sporting Event Broadcast and Other Media Rights.<br>• technical (non-player) services is in product 13, Technical Artistic Services  | 711211<br>711213<br>711218<br><br>711211<br>711212<br>711311<br>711312<br>711320<br>711410? | 711211<br>711212<br>711212<br>711219<br>711310<br>711320<br>711410 | 711211<br>711212<br>711219<br>711310<br>711320<br>711410           | 96510<br>96610           |
| 711                   | 5                  | X                  |                         |     |    | Event management services                                 | Planning, organizing, marketing, and managing a live sports or performing arts event on behalf of others, including venue owners, performers, etc.   | 711311<br>711319<br>711321<br>711322<br>711329<br>711410                                    | 711311<br>711312<br>711320<br>711410                               | 711310<br>711320<br>711410<br>561920<br>812990                     | 96210<br>96510           |

Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States  |   | NAICS Industries Producing the Product |  |  | CPC Code       |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|--|---|--|--|--|----------------|
|                       |                    |                    | Can                     | Méx | US | Title  | Definition  | Can                                    | Méx  | US   |                |
| 711                   | 6                  |                    |                         |     |    | Career management and representation services of artists, athletes, entertainers, and other public figures | Acting on behalf of artists, athletes, entertainers, and other public figures in a wide range of activities that enhances the client's career, including negotiating contracts and bookings for performances and public appearances, etc.   | 541110<br>711410                       | 711410<br>711311<br>711312<br>711320<br>512210<br>541110                               | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 85990          |
| 711                   | 6.1                | X                  |                         |     |    | Career management services   | Managing and co-coordinating the various career-related activities (e.g. bookings for performances and public appearances, etc.) of artists, athletes, entertainers, and other public figures. Includes representation services bundled with career management services that can not be reported separately.  | 541110<br>711410                       | 711410<br>711311<br>711312<br>711320<br>512210   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 85990          |
| 711                   | 6.2                | X                  |                         |     |    | Representation services  | Representing and advising artists, athletes, entertainers, and other public figures in contract negotiations. Includes legal and other professional representation.<br><br>Excludes:<br>• bundled career management and representation services that can not be reported separately are in product 6.1, Career Management Services.   | 541110<br>711410                       | 711410<br>711311<br>711312<br>711320<br>512210<br>541110                               | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 85990          |
| 711                   | 6.2.1              |                    | X                       |     | X  | Representation in performance contracts  | Representing and advising artists, athletes, entertainers, and other public figures in negotiating performance contracts. Includes legal and other professional representation.<br><br>Excludes:<br>• bundled career management and representation services that can not be reported separately are in product 6.1, Career Management Services.   | 541110<br>711410                       | 711410<br>711311<br>711312<br>711320<br>512210<br>541110<br>(Si el producto existiera) | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 85990          |
| 711                   | 6.2.2              |                    | X                       |     | X  | Representation in sponsorship and endorsement contracts  | Representing and advising artists, athletes, entertainers, and other public figures in negotiations for sponsorship and endorsement contracts. Includes legal and other professional representation.<br><br>Excludes:<br>• bundled career management and representation services that can not be reported separately are in product 6.1, Career Management Services.  | 541110<br>711410                       | 711410<br>711311<br>711312<br>711320<br>512210<br>541110<br>(Si el producto existiera) |  | 85990          |
| 711                   | 6.2.9              |                    | X                       |     | X  | Representation in other contracts  | Representing and advising artists, athletes, entertainers, and other public figures in negotiations for other contracts, including media relations, IP related matters, etc. Includes legal and other professional representation.<br><br>Excludes:<br>• bundled career management and representation services that can not be reported separately are in product 6.1, Career Management Services.  | 541110<br>711410                       | 711410<br>711311<br>711312<br>711320<br>512210<br>541110<br>(Si el producto existiera) | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 85990          |
| 711                   | 7                  | X                  |                         |     |    | Intellectual property protected by copyright   | Copyrighted Intellectual property produced without contract for outright sale (i.e., with all-attendant property rights). Includes intellectual properties for sale that are implicitly or explicitly protected by copyright (e.g., computer software, book, screen, film, and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art).<br><br>Excludes:<br>• permanent transfer of only some intellectual property rights through sale is in product 10, Licensing Of Rights to Use Intellectual Property Protected by Copyright.<br>• intellectual property produced under contract for others, except live performing arts, is in product 8, Production Services for Intellectual Property Protected by Copyright, except live performing arts.<br>• live performing arts produced under contract for others is in product 3, Contract Live Performing Arts.<br>• original works (paintings, manuscripts,, etc.) produced for sale with conventional end-use licenses are in product 13, Paintings, sculptures, and other fine arts<br>• intellectual property produced for own-account. | 711510                                 | 711510   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | ?              |
| 711                   | 8                  | X                  |                         |     |    | Production services for intellectual property protected by copyright, except live performing arts          | Contract production services in artistic and literary fields, except live performing arts, that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright laws (e.g., computer software, book, screen, film, and stage play manuscripts, choreographic and musical compositions, image effect designs, architectural drawings, and photographic and fine art). Includes contract services for basic and applied research and for product development. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.  | 711510                                 | 711510   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 93610<br>93620 |

Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry<br>Subject<br>Area | Working<br>Group<br>Code | Tri-<br>lateral<br>Detail | National<br>Product<br>Detail |     |    | United States   |   | NAICS Industries Producing the Product   |   |   | CPC<br>Code |
|-----------------------------|--------------------------|---------------------------|-------------------------------|-----|----|---|---|--|---|---|-------------|
|                             |                          |                           | Can                           | Méx | US | Title   | Definition  | Can  | Méx   | US  |             |
| 711                         | 9                        |                           |                               |     |    | Licensing of rights to use intellectual property protected by copyright       | Granting permission to use copyrighted intellectual property owned or controlled by the licensor. Includes licenses to use property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to reproduce in or adapt to another format, medium, language or territory.<br><br>Includes:<br>• temporary transfers of rights through licensing.<br>• permanent transfer of individual or some rights (e.g., only book and/or film rights) through sale of such rights.<br><br>Excludes:<br>• permanent transfers of all rights granted through outright sale of intellectual property is in product product 7, Intellectual Property Protected by Copyright.<br>• granting the right to broadcast a sports event is in product 12.1, Sporting Events Broadcast Rights.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 711111<br>711112<br>711121<br>711122<br>711130<br>711131<br>711132<br>711191<br>711192<br>711212<br>711311<br>711312<br>711320<br>711510<br>511?<br>511111<br>511112<br>511121<br>511122<br>511131<br>511132<br>511141<br>511142<br>511197<br>512?<br>512111<br>512112<br>512120<br>512210<br>512220<br>512230<br>512240<br>512290<br>515?<br>515110<br>515120<br>515210<br>516110<br>712<br>813130 | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>512210<br>512220<br>512230<br>51511<br>515120<br>516110<br>517410<br>517510 | 73320       |
| 711                         | 9.1                      | X                         |                               |     |    | Licensing of rights to broadcast intellectual property protected by copyright | Granting permission to broadcast copyrighted intellectual property owned or controlled by the licensor. Includes licenses to broadcast intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Also includes licenses to rebroadcast original broadcasts of spectator sports owned by teams and/or leagues. Includes the right to broadcast copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to broadcast in another format, medium, language or territory. Broadcasts include television, radio, internet, satellite, and cable.<br><br>Includes:<br>• temporary transfers of broadcast rights through licensing.<br>• permanent transfer of broadcast rights through sale of such rights.<br><br>Excludes:<br>• permanent transfers of all rights granted through outright sale of intellectual property is in product 7, Intellectual Property Protected by Copyright.<br>• granting the right to broadcast a sports event is in product 12.1, Sporting Events Broadcast Rights. | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 711111<br>711112<br>711121<br>711122<br>711130<br>711131<br>711132<br>711191<br>711192<br>711212<br>711311<br>711312<br>711320<br>711510<br>512111<br>512112<br>512120<br>512210<br>512220<br>512230<br>515110<br>515120<br>515210<br>516110<br>712<br>813130   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>51511<br>515120<br>515210<br>516110<br>517410<br>517510                     | 73320       |

Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States   |   | NAICS Industries Producing the Product   |   |   | CPC Code |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|---|---|--|---|---|----------|
|                       |                    |                    | Can                     | Méx | US | Title   | Definition  | Can  | Méx   | US  |          |
| 711                   | 9.2                | X                  |                         |     |    | Licensing of rights to publish intellectual property protected by copyright   | Granting permission to publish copyrighted intellectual property owned or controlled by the licensor. Includes licenses to publish intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to publish copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to publish in another format, medium, language or territory.<br><br>Includes:<br>• temporary transfers of publishing rights through licensing.<br>• permanent transfer of publishing rights through sale of such rights.<br><br>Excludes:<br>• permanent transfers of all rights granted through outright sale of intellectual property in product 7, Intellectual Property Protected by Copyright.             | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711212<br>711311<br>711312<br>711320<br>711510<br>511111<br>511112<br>511121<br>511122<br>511131<br>511132<br>511141<br>511142<br>511197<br>712<br>813130 | 7111<br>7112<br>711310<br>711320<br>711410<br>711510                              | 73320    |
| 711                   | 9.3                | X                  |                         |     |    | Licensing of rights to reproduce intellectual property protected by copyright | Granting permission to reproduce copyrighted intellectual property owned or controlled by the licensor. Includes licenses to reproduce intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to reproduce copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to reproduce in another format, medium, language or territory.<br><br>Includes:<br>• temporary transfers of reproduction rights through licensing.<br>• permanent transfer of reproduction rights through sale of such rights.<br><br>Excludes:<br>• permanent transfers of all rights granted through outright sale of intellectual property in product 7, Intellectual Property Protected by Copyright. | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 7111?<br>711510<br>511?<br>516110?<br>712<br>813130   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510                              | 73320    |
| 711                   | 9.4                | X                  |                         |     |    | Licensing of rights to film intellectual property protected by copyright      | Granting permission to film copyrighted intellectual property owned or controlled by the licensor. Includes licenses to film using intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to film using copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to use the property for filming in another format, language or territory.<br><br>Includes:<br>• temporary transfers of filming rights through licensing.<br>• permanent transfer of filming rights through sale of such rights.<br><br>Excludes:<br>• permanent transfers of all rights granted through outright sale of intellectual property in product 7, Intellectual Property Protected by Copyright.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 7111?<br>711510<br>512111<br>512120<br>813130   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>512110<br>512120<br>51219 | 73320    |

**Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries**

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States   |   | NAICS Industries Producing the Product   |  |  | CPC Code |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|---|---|--|--|--|----------|
|                       |                    |                    | Can                     | Méx | US | Title   | Definition  | Can  | Méx  | US   |          |
| 711                   | 9.5                | X                  |                         |     |    | Licensing of rights to record intellectual property protected by copyright    | Granting permission to record copyrighted intellectual property owned or controlled by the licensor. Includes licenses to record using intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, and performing arts productions. Includes the right to record copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to record in another format, language or territory.<br><br>Includes:<br>• temporary transfers of recording rights through licensing.<br>• permanent transfer of recording rights through sale of such rights.<br><br>Excludes:<br>• permanent transfers of all rights granted through outright sale of intellectual property is in product 7, Intellectual Property Protected by Copyright.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 711131<br>711132<br>711130<br>711320<br>512210<br>512220<br>711510<br>512240<br>512290<br>512230   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>512210<br>512220<br>512230 | 73320    |
| 711                   | 9.6                | X                  |                         |     |    | Licensing of rights to perform intellectual property protected by copyright   | Granting permission to perform copyrighted intellectual property owned or controlled by the licensor. Includes licenses to perform using intellectual property that is implicitly or explicitly protected by copyrights, such as book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions. Includes the right to perform copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to perform in another format, medium, language or territory.<br><br>Includes:<br>• temporary transfers of performance rights through licensing.<br>• permanent transfer of performance rights through sale of such rights.<br><br>Excludes:<br>• permanent transfers of all rights granted through outright sale of intellectual property is in product 7, Intellectual Property Protected by Copyright.  | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711510<br>813130   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510                               | 73320    |
| 711                   | 9.9                | X                  |                         |     |    | Licensing of rights to use intellectual property protected by copyright, nec. | Granting permission to use copyrighted intellectual property owned or controlled by the licensor in a manner not elsewhere classified. Includes licenses to use intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to film using copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to use the property for filming in another format, language or territory.<br><br>Includes:<br>• temporary transfers of rights through licensing.<br>• permanent transfer of individual or some rights (e.g., only book and/or film rights) through sale of such rights.<br><br>Excludes:<br>• permanent transfers of all rights granted through outright sale of intellectual property is in product 7, Intellectual Property Protected by Copyright. | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711510<br>511?<br>512?<br>515?<br>516110?<br>712<br>813130 | 7111<br>7112<br>711310<br>711320<br>711410<br>711510                               | 73320    |



**Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries**

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States   |  | NAICS Industries Producing the Product   |  |   | CPC Code |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|---|--|--|--|---|----------|
|                       |                    |                    | Can                     | Méx | US | Title   | Definition   | Can  | Méx  | US  |          |
| 711                   | 9.9.1              |                    |                         | X   |    | Temporary assignment of rights to use artistic and literary works protected by copyright  | Temporary assignment of economic rights on artistic and literary works protected (implicitly or explicitly) by copyright. If the contract specifies if the buyer temporarily acquires all or some of the economic rights (such as the edition rights, reproduction, publication, etc.), the amount of the royalties, the time of the assignment of rights, among other aspects; at the end of the contract, the holder recovers the exclusive right to use the works. Excludes:<br>• licensing of rights for the use of artistic and literary works, which is classified in some of products 10.1 through 10.9, according to the type of rights that are licensed.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711510<br>511?<br>512?<br>515?<br>516110?<br>712<br>813130 |   | 73320?   |
| 711                   | 9.9.2              |                    |                         | X   |    | Licensing of other rights for the use of artistic and literary works protected by copyright (except temporary assignment of rights) | Permission to use - in a way not elsewhere classified - artistic and literary works protected (implicitly or explicitly) by copyright. Some examples are: licensing of translation, musical arrangement, or adaptation rights, audio-visual synchronization, etc., of artistic and literary works. The contract specifies the amount of the royalties, effective duration of the license, way to renew it, among other things. It includes the sale (including some, but not all the intellectual property rights) of artistic and literary works protected by copyright. Excludes:<br>• Sale (including all the rights of intellectual property) of artistic and literary works, which is classified in product 7.<br>• Temporary assignment of copyright during the time allowed by the law, classified in product 10.9.1. | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711510<br>511?<br>512?<br>515?<br>516110?<br>712<br>813130 |   | 73320    |
| 711                   | 10                 |                    |                         |     |    | Licensing of rights to use intellectual property protected by trademark   | Granting permission for the commercial use of trademarked property (names, symbols, and logos, etc.) owned or controlled by the licensor.  | All industries   | 7111<br>7112<br>533110   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510  | 73340    |
| 711                   | 10.1               | X                  |                         |     |    | Merchandise licensing-domestic and international  | Granting permission for the commercial use of trademarked property (names, symbols, and logos, etc.) that is implicitly or explicitly protected as industrial property owned or controlled by the licensor.  | All industries   | 7111<br>7112<br>533110   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510  | 73340    |
| 711                   | 10.9               | X                  |                         |     |    | Other licensing of rights to use trademarked property   | Granting permission for the commercial use (except merchandise licensing) of trademarked property (names, symbols, and logos, etc.) owned or controlled by the licensor .  | All industries   | 7111<br>7112<br>533110   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510  | 73340    |
| 711                   | 11                 |                    |                         |     |    | Sporting event broadcast and other media rights   | Granting the right of access to a sporting event, facility or activity for the purpose of commercially exploiting sounds, images and other information of the event, facility or activity. The contracts define the type of exploitation permitted and may specify the ownership of intellectual property rights relating to the sounds, images and other information.<br><br>Excludes<br>• licensing of the right to rebroadcast or reuse copyrighted original broadcasts of sporting events is in product 10.1, Licensing of Rights to Broadcast Intellectual Property Protected by Copyright.   | 711211<br>711213<br>711218<br>711319<br>711329<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990   | 711212<br>813140   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>51511<br>515120<br>515210<br>516110<br>517410<br>517510 | ?        |

Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States                              |  | NAICS Industries Producing the Product   |   |  | CPC Code |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|--|--|--|---|--|----------|
|                       |                    |                    | Can                     | Méx | US | Title                                      | Definition   | Can  | Méx   | US   |          |
| 711                   | 11.1               | X                  |                         |     |    | Sporting events broadcast rights           | Granting selected members of the broadcast media (Including television, radio, internet, satellite, and cable) the right to produce and exploit live broadcasts of sporting events owned by teams, leagues or other entities. The contract defines the limits of the specific rights granted to each broadcaster with regard to the manner it is authorized to commercially exploit the broadcast of live sporting event and to the ownership of the intellectual property created from the broadcast.<br><br>Excludes<br>• licensing of the right to rebroadcast or reuse copyrighted original broadcasts of sporting events is in product 10.1, Licensing of Rights to Broadcast Intellectual Property Protected by Copyright. | 711211<br>711213<br>711218<br>711319<br>711329<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990   | 711212<br>813140<br>7112<br>711310<br>711320<br>711410<br>711510<br>51511<br>515120<br>515210<br>516110<br>517410<br>517510   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>51511<br>515120<br>515210<br>516110<br>517410<br>517510  | ?        |
| 711                   | 11.9               | X                  |                         |     |    | Other sporting event media rights          | Granting the right of access to a sporting event, facility or activity for the purpose of commercially exploiting other sound images and other information of the event, facility or activity. The contracts define the type of exploitation permitted and may specify the ownership of intellectual property rights relating to the sounds, images and other information.<br><br>Excludes:<br>• licensing the right to rebroadcast or reuse copyrighted original broadcasts of sporting events is in product 10.1, Licensing of Rights to Broadcast Copyrighted Works.  | 711211<br>711213<br>711218<br>711319<br>711329<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990   | 711212<br>813140<br>(Si el producto existiera)<br>711310<br>711320<br>711410<br>711510<br>51511<br>515120<br>515210<br>516110<br>517410<br>517510   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>51511<br>515120<br>515210<br>516110<br>517410<br>517510  | ?        |
| 711                   | 12                 | X                  |                         |     |    | Technical artistic services                | Providing artistic technical support services, such as backstage services (including services such as lighting, key gripe set placement and removal) and post production services (including services such as editing, visual effects, copying, captioning, adding music, and foreign language dubbing).   | 512190<br>512240<br>512290<br>711510   | 711510<br>512111<br>512190<br>512240<br>512290  | 7111<br>711310<br>711320<br>711410<br>711510   | 96320    |
| 711                   | 13                 | X                  |                         |     |    | Paintings, sculptures, and other fine arts | Original and copies of original paintings, sculptures, and other fine arts created by artists for sale with only conventional end-use rights.<br><br>Excludes:<br>• original works for outright sale (i.e., with all attendant intellectual property rights) are in product 7, Intellectual Property Protected by Copyright.   | 711510   | 711510  | 7111<br>711310<br>711320<br>711410<br>711510   |          |
| 711                   | 14                 |                    |                         |     |    | Related services                           | Other important services provided by establishments in NAICS 711.  | 621390<br>711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>711410<br>711510<br>711510<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110<br>713120<br>713210<br>713291<br>713299<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990<br>621341<br>621342<br>712<br>7131<br>713299<br>7139<br>722<br>812410 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711211<br>711212<br>711311<br>711312<br>711320<br>711410<br>711510<br>46<br>5111?<br>515120<br>515210<br>516110<br>517510<br>518110<br>531113<br>531114<br>531115<br>532493<br>5418<br>541850<br>611611<br>611612<br>611621<br>611622<br>541810<br>541830<br>541840<br>541850 | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>73129?<br>83631<br>83632<br>83633<br>83639<br>92900<br>93191?<br>96160<br>962<br>96620<br>96920<br>97990 |          |

Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States  |   | NAICS Industries Producing the Product   |   |  | CPC Code |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|--|---|--|---|--|----------|
|                       |                    |                    | Can                     | Méx | US | Title  | Definition  | Can  | Méx   | US   |          |
| 711                   | 14.1               | X                  |                         |     |    | Reselling services for merchandise, retail                         | Retailing of merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes reselling of apparel, memorabilia, publications, prepackaged foods and beverages, and other merchandise. Also includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales. | All industries   | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711212<br>711311<br>711312<br>711320<br>711510?<br>46           | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 624      |
| 711                   | 14.1.1             |                    |                         |     | X  | Reselling services for books, newspapers, and periodicals, retail  | Retailing of books, newspapers, and periodicals purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.   | 712111<br>712119<br>712120<br>712130<br>712190   | 7111?<br>46<br>7112<br>711310<br>711320<br>711410<br>711510   |  | 62451    |
| 711                   | 14.1.2             |                    |                         | X   | X  | Reselling services for packaged food and beverages, retail         | Retailing of packaged food and beverage purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.   | All industries   | 71111?<br>711212<br>711311<br>711312<br>711320<br>46<br>711510  | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 6242     |
| 711                   | 14.1.3             |                    |                         | X   | X  | Reselling services for apparel and memorabilia merchandise, retail | Retailing of apparel and memorabilia purchased on own account for resale or sold on a fee or commission basis for others. Revenue for this product includes the gross margin, fees, and commissions earned on sales.  | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711192<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110<br>713210<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990 | 711111<br>711112<br>711121<br>711122<br>711130<br>711131<br>711132<br>711191<br>711192<br>711212<br>711311<br>711312<br>711320<br>711510?<br>46 | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 62433    |
| 711                   | 14.1.9             |                    |                         | X   | X  | Reselling services for other merchandise, retail                   | Retailing of other merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.  | All industries   | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711212<br>711311<br>711312<br>711320<br>711510?<br>46           | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 624      |

Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States  |  | NAICS Industries Producing the Product |         |        | CPC Code                         |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|--|--|--|---------|--------|----------------------------------|
|                       |                    |                    | Can                     | Méx | US | Title  | Definition   | Can                                    | Méx     | US     |                                  |
| 711                   | 14.2               |                    |                         |     |    | Meals and beverages, prepared and served or dispensed, for immediate consumption               | Meals, snacks, other food items and beverages prepared and served or dispensed for immediate consumption (ready for consumption with little or no further cooking or other preparation). The food and beverages may be purchased by those who consume the food, or by businesses or institutions on behalf of those who will consume the food.<br><br>Excludes:<br>• retailing of food and beverages packaged for storage rather than immediate consumption is in product 15.1.2, Reselling Services for Packaged Food and Beverages, retail.<br><br>Same as product 1 in 722 list.  | 711111                                 | 711111  | 711110 | 63210<br>63220<br>63290<br>63300 |
|                       |                    |                    |                         |     |    |  |  | 711112                                 | 711212  | 711120 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711120                                 | 711311  | 711130 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711130                                 | 711312  | 711190 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711190                                 | 711320? | 711211 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711211                                 | 722     | 711212 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711213                                 |         | 711219 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711218                                 |         | 711310 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711311                                 |         | 711320 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711319                                 |         | 712110 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711321                                 |         | 712120 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711322                                 |         | 712130 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711329                                 |         | 712190 |                                  |
|                       |                    |                    |                         |     |    |  |  | 712111                                 |         | 713    |                                  |
|                       |                    |                    |                         |     |    |  |  | 712119                                 |         | 721    |                                  |
|                       |                    |                    |                         |     |    |  |  | 712120                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 712130                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 712190                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713110                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713120                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713210                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713910                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713920                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713930                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713940                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713950                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713990                                 |         |        |                                  |
| 711                   | 14.2.1             | X                  |                         |     |    | Meals and non-alcoholic beverages, prepared and served or dispensed, for immediate consumption | Meals, snacks, other food items and non-alcoholic beverages prepared and served or dispensed for immediate consumption (ready for consumption with little or no further cooking or other preparation).<br><br>Excludes:<br>• alcoholic beverages, prepared and served or dispensed for immediate consumption is in product 15.2.2, Alcoholic Beverages, Prepared and Served or Dispensed for Immediate Consumption.<br>• meals, snacks, other food items and beverages, purchased under contract for a specified period of time, by a business, government or institution on behalf of others, for their immediate consumption.<br>• meals, snacks, other food items and beverages purchased for a unique event.<br>• retailing of food and beverages packaged for storage rather than immediate consumption is in product 15.1.2, Reselling Services for Packaged Food and Beverages, retail.<br><br>Same as product 1.1 in 722 list. | 711111                                 | 711111  | 7111   | 63210<br>63220<br>63290<br>63300 |
|                       |                    |                    |                         |     |    |  |  | 711112                                 | 711212  | 7112   |                                  |
|                       |                    |                    |                         |     |    |  |  | 711120                                 | 711311  | 711310 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711130                                 | 711312  | 711320 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711190                                 | 711320? | 711410 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711211                                 | 722     | 711510 |                                  |
|                       |                    |                    |                         |     |    |  |  | 711213                                 |         | 722    |                                  |
|                       |                    |                    |                         |     |    |  |  | 711218                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 711311                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 711319                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 711321                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 711322                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 711329                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 712111                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 712119                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 712120                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 712130                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 712190                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713110                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713120                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713210                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713910                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713920                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713930                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713940                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713950                                 |         |        |                                  |
|                       |                    |                    |                         |     |    |  |  | 713990                                 |         |        |                                  |

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     | United States |   | NAICS Industries Producing the Product  |  |   | CPC Code   |                                  |
|-----------------------|--------------------|--------------------|-------------------------|-----|---------------|---|---|--|---|--|----------------------------------|
|                       |                    |                    | Can                     | Méx | US            | Title   | Definition  | Can  | Méx   | US   |                                  |
| 711                   | 14.2.2             | X                  |                         |     |               | Alcoholic beverages, prepared and served or dispensed for immediate consumption | Alcoholic beverages prepared and served or dispensed for immediate consumption (in opened containers or glasses). Preparation includes opening, drawing, mixing, shaking, or pouring. Beverages may be served at a bar or a table. Includes alcoholic beverages prepared and served or dispensed that are paid for directly by passengers of transportation businesses.<br><br>Excludes:<br>• non-alcoholic beverages, prepared and served or dispensed for immediate consumption is in product 15.2.1, Meals and Non-Alcoholic Beverages, Prepared and Served or Dispensed, for Immediate Consumption.<br>• retailing of alcoholic beverages sold in unopened cans, bottles, cartons or other containers is in product 15.1.2, Reselling Services for Packaged Food and Beverages, retail.<br><br>Same as product 1.2 in 722 list. | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110<br>713120<br>713210<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990 | 711111<br>711212<br>711311<br>711312<br>711320?<br>722  | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>722  | 63300                            |
| 711                   | 14.3               |                    |                         |     |               | Advertising services  | Providing services that attract attention to a product, business, cause, etc. Includes the provision of space or time in print or electronic publications, or in broadcasts. Includes the provision of display space on various surfaces such as billboards and transit vehicles. Includes the creation of advertising messages. Includes agent services involved in buying and selling space or time for advertising messages. Includes the sale of venue naming rights, sponsorship rights, endorsement services and exclusivity rights.<br><br>Excludes:<br>public relations services.<br><br>Same as product 4.6 in 7131 list. Includes detailed products found in the 51111-4, 515, and 54185 product lists.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110   | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711211<br>711212<br>711311<br>711312<br>711320<br>711510<br>5111?<br>515120<br>515210<br>516110<br>517510<br>518110<br>5418<br>541850<br>712?<br>7131 | 7111<br>7112<br>51511<br>515120<br>515210<br>516110<br>517510<br>51811<br>541830<br>541840<br>541850 | 83631<br>83632<br>83633<br>83639 |
| 711                   | 14.3.1             | X                  |                         |     |               | Advertising space and time in print, broadcast, and other media                 | Providing advertising time or space in broadcasts and other media. Includes creation and design of advertisements when bundled with the provision of advertising time or space.<br><br>Same as product 4.6.1 in 7131 list. Includes detailed products found in the 51111-4 and 515 product lists.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110   | 711111<br>711121<br>711131<br>711191<br>711212<br>5111?<br>515120<br>515210<br>516110<br>517510<br>518110   | 7111<br>7112<br>5111<br>51511<br>515120<br>515210<br>516110<br>517510<br>51811                       | 83631<br>83632<br>83633<br>83639 |

## Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States                               |   | NAICS Industries Producing the Product   |  |  | CPC Code       |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|---|---|--|--|--|----------------|
|                       |                    |                    | Can                     | Méx | US | Title                                       | Definition  | Can  | Méx  | US   |                |
| 711                   | 14.3.1.1           |                    |                         | X   | X  | Advertising space in print media            | Providing advertising space in print media. Includes creation and design of advertisements when bundled with the provision of advertising space.<br><br>Includes detailed products found in the 51111-4 product lists.  | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110 | 711111<br>711121<br>711131<br>711191<br>711212<br>5111?<br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br>            | 7111<br>7112<br>511110<br>511120<br>511130<br>511140<br>511199<br>516110                                       | 83631          |
| 711                   | 14.3.1.2           |                    |                         | X   | X  | Air time for advertising in broadcast media | Providing air time for broadcasting of advertising content in broadcast media. Includes creation and design of advertisements when bundled with the provision of advertising time.<br><br>Includes detailed products found in 515 product list.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110 | 711111<br>711121<br>711131<br>711191<br>711212<br>515120<br>517510<br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br> | 7111<br>7112<br>51511<br>515210<br>516110<br>517410<br>517510  | 83632          |
| 711                   | 14.3.1.9           |                    |                         | X   | X  | Advertising space and time, nec.            | Providing advertising time or space in media not elsewhere classified. Includes creation and design of advertisements when bundled with the provision of advertising time or space.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110 | 711111<br>711121<br>711131<br>711191<br>711212<br>515210<br>516110<br>518110   | 7111<br>7112<br>511199<br>516110<br>517510   | 83633<br>83639 |
| 711                   | 14.3.2             | X                  |                         |     |    | Leased display advertising media space      | Leasing display advertising media space. This includes installation of the advertising substrate in the advertising space maintenance, and removal of the advertising substrate. The leasing agreement may include additional services such as storage and rotation.<br><br>Same as product 4.6.2 in 7131 list. Includes detailed products found in 54185 product list. | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110 | 7111?<br>711212<br>711311<br>711312<br>541850<br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br>                      | 7111<br>7112<br>51511<br>515120<br>515210<br>516110<br>517510<br>51811<br>541810<br>541830<br>541840<br>541850 | 83639          |

Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States              |  | NAICS Industries Producing the Product   |  |  | CPC Code |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|----------------------------|--|--|--|--|----------|
|                       |                    |                    | Can                     | Méx | US | Title                      | Definition   | Can  | Méx  | US   |          |
| 711                   | 14.3.3             | X                  |                         |     |    | Venue naming rights        | Granting the right to name a performing arts or spectator sports venue. This product is typically sold to companies and serves to increase exposure of a company's brand name.   | 711311<br>711319   | 711212<br>711311<br>711312   | 7111<br>7112<br>7113<br>5418   | 83639    |
| 711                   | 14.3.4             | X                  |                         |     |    | Sponsorship rights         | Granting the right to associate specific goods or services, or a corporation or other entity, with an activity, product, or project that is carried out by a another entity. For example, a credit card company may pay a theatrical festival to be the "official credit card sponsor" of the festival. Sponsorships usually include the provision of advertising display space and may include exclusivity rights.<br><br>Same as product 4.6.4 in 7131 list. | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711211<br>711212<br>711311<br>711312<br>711320<br>711510 | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>5418   | 83639    |
| 711                   | 14.3.5             | X                  |                         |     |    | Endorsement services       | Providing product endorsements by individual professional athletes or performing artists or by sports teams or performing arts groups or companies.  | 711211<br>711218   | 711131<br>711211<br>711510   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>5418   | 83639?   |
| 711                   | 14.3.6             | X                  |                         |     |    | Exclusivity rights         | Granting the right to require that all sellers of a specified good or service sell only specific brands of that good or service. For example, requiring that all beverage concessions sell only a specific brand of beer (also known as pouring rights).<br><br>Same as product 4.6.3 in 7131 list.  | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110 | 711212<br>711311<br>712?<br>7131<br>71132<br>711510  | 7111<br>7112<br>71131<br>71132<br>711510   | ?        |
| 711                   | 14.3.9             | X                  |                         |     |    | Other advertising services | Providing services that attract attention to a product, business, cause, etc., not elsewhere specified. Includes the creation of advertising messages. Includes agent services involved in buying and selling space or time for advertising messages.<br><br>Excludes:<br>• public relations services.<br><br>A subset of product 4.6.9 in 7131 list.  | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110 | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711211<br>711212<br>711311<br>711312<br>711320<br>5418   | 7111<br>7112<br>51511<br>515120<br>515210<br>516110<br>517510<br>51811<br>541810<br>541830<br>541840<br>541850 | 83639    |

**Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries**

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States  |  | NAICS Industries Producing the Product   |  |                      | CPC Code |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|--|--|--|--|----------------------|----------|
|                       |                    |                    | Can                     | Méx | US | Title  | Definition   | Can  | Méx  | US                   |          |
| 711                   | 14.4               |                    |                         |     |    | Rental of non-residential space in buildings or other facilities         | Renting or leasing of space in buildings or other facilities, for non-residential uses such as office space, industrial space, retail stores, or food service. Includes rental of sites on a "concession" basis for such purposes as selling merchandise, meals at entertainment and sports venues. Includes short-term rental of space for meetings, conventions, weddings, parties, and similar events. Includes rental of self-storage space.<br><br>Excludes:<br>• rental of land.<br>• providing a location for the placement of coin-operated machines such as vending machines, video games, and children's mechanical rides.<br>• providing a location for the display of advertising messages is in product 15.3.2, Leased Display Advertising Media Space.<br>• rental of parking spaces is in product 15.10, Parking Services.<br><br>Same as product 4.7 in 7131 list. | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110<br>713120<br>713210<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990<br>721<br>722 | 711111<br>711112<br>711121<br>711122<br>711131<br>711191<br>711192<br>711212<br>711311<br>711312<br>531113<br>531114<br>531115 | 5311<br>7111<br>7112 | 72112    |
| 711                   | 14.4.1             | X                  |                         |     |    | Rental of retail space in or at sports venues                            | Renting or leasing of space for the retail sale of merchandise at sports venues, such as baseball stadiums, basketball arenas, racetracks, tennis matches, etc. Includes rental of sites on a "concession" basis.<br><br>Excludes:<br>• providing a location for the placement of coin-operated machines such as vending machines, video games, and children's mechanical rides.   | 711211<br>711213<br>711218<br>711319<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990   | 711212<br>711311<br>711312<br>531114<br>531115   | 5311<br>7111<br>7112 | 72112    |
| 711                   | 14.4.2             | X                  |                         |     |    | Rental of retail space in or at other entertainment or recreation venues | Renting or leasing of space for the retail sale of merchandise at places of entertainment or recreation other than sports venues, such as theme parks, amusement parks and arcades, natural parks, theatres and cinemas, concert halls, etc. Includes rental of sites on a "concession" basis.<br><br>Excludes:<br>• providing a location for the placement of coin-operated machines such as vending machines, video games, and children's mechanical rides.<br><br>Same as product 4.7.1 in 7131 list.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711311<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110<br>713120<br>713210   | 711111<br>711112<br>711121<br>711122<br>711131<br>711191<br>711192<br>711311<br>711312<br>531114<br>531115                     | 5311<br>7111<br>7112 | 72112    |
| 711                   | 14.4.3             | X                  |                         |     |    | Rental of space for food service in or at sports venues                  | Renting or leasing of space for the sale of prepared food and beverages at places of sports venues, such as baseball stadiums, basketball and hockey arenas, racetracks, tennis matches, etc. Includes rental of sites on a "concession" basis.<br><br>Excludes:<br>• providing a location for the placement of vending machines..   | 711211<br>711213<br>711218<br>711319<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990   | 711212<br>711311<br>711312<br>531115   | 5311<br>7111<br>7112 | 72112    |



## Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States  |  | NAICS Industries Producing the Product   |  |   | CPC Code         |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|--|--|--|--|---|------------------|
|                       |                    |                    | Can                     | Méx | US | Title  | Definition   | Can  | Méx  | US  |                  |
| 711                   | 14.4.4             | X                  |                         |     |    | Rental of space for food service in or at other entertainment or recreation venues | Renting or leasing of space for the sale of prepared food and beverages at places of entertainment or recreation other than sports venues, such as theme parks, amusement parks and arcades, natural parks, theatres and cinemas, concert halls, etc. Includes rental of sites on a "concession" basis.<br><br>Exclusion:<br>• providing a location for the placement of vending machines.<br><br>Same as product 4.7.2 in 7131 list.  | 711111<br>711112<br>711120<br>711130<br>711190<br>711311<br>711321<br>711322<br>711329<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110<br>713120<br>713210 | 711111<br>711112<br>7111<br>7112   | 5311  | 72112            |
| 711                   | 14.4.9             | X                  |                         |     |    | Rental of non-residential space in buildings or other facilities, nec.             | Renting or leasing of space in buildings or other facilities, for non-residential uses, not elsewhere specified. Includes rental of sites on a "concession" basis. Includes short-term rental of space for meetings, conventions, weddings, parties, and similar events.<br><br>Excludes:<br>• providing a location for the placement of coin-operated machines such as vending machines, video games, and children's mechanical rides.<br>• providing a location for the display of advertising messages, such as on billboards or walls, is in product 15.3.2, Leased display advertising media space.<br>• rental of parking spaces is in product 15.10, Parking Services.<br><br>Same as product 4.7.9 in 7131 list. | 721<br>722   | 711111<br>711112<br>7111<br>7112   | 5311  | 72112            |
| 711                   | 14.5               | X                  |                         |     |    | Athletic training services   | Provision of services to identify, evaluate, prevent, and treat sports injuries and associated conditions. Athletic trainers work in consultation with, and under the supervision of physicians and other health professionals.  | 621390   | 711211<br>621341<br>621342   | 7112<br>711310<br>711320<br>711410                          | 93191?<br>96620? |
| 711                   | 14.6               | X                  |                         |     |    | Sports coaching services   | Provision of advice and guidance to individual athletes and teams, designed to instruct and motivate in order to improve their competitiveness. The service may include one or more of the following components- instruction in the skills of a specific sport, assignment and monitoring of exercises and nutritional advice to improve general physical fitness, provision of emotional and mental support to improve motivation.  | 711218   | 711211<br>611621   | 7112<br>711310<br>711320<br>711410                          | 96620            |
| 711                   | 14.7               | X                  |                         |     |    | Material and equipment rental  | The rental of spectator sports or performing arts material and equipment.  | 713910<br>713920<br>713930<br>713940<br>713950<br>713990   | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>532493   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510        | 73129?           |
| 711                   | 14.8               |                    |                         |     |    | Education services   | Provision of instruction (including a combination of courses and experiences) that is designed to accomplish a predetermined objective or set of allied objectives such as preparation for advanced study, qualification for an occupation or range of occupations, or simply the increase of knowledge and understanding.   | 711120<br>711211<br>711218<br>711319<br>712111<br>712119<br>712120<br>712130<br>712190<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990                     | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711211<br>711212<br>711510<br>61<br>611611<br>611612<br>611621<br>611622 | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>611 | 92900<br>96620   |
| 711                   | 14.8.1             | X                  |                         |     |    | Fine arts and theatrical performance instruction                                   | Provision of instruction (including a combination of courses and experiences) in the fields of music, dance, theatre, painting, photography and similar arts, that is designed to enable the student to practice the art in question, as either an amateur or professional.  | 711120<br>712111   | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711510<br>611611<br>611612   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>611 | 92900            |

**Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries**

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States                                      |   | NAICS Industries Producing the Product   |  |  | CPC Code       |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|--|---|--|--|--|----------------|
|                       |                    |                    | Can                     | Méx | US | Title  | Definition  | Can  | Méx  | US   |                |
| 711                   | 14.8.2             | X                  |                         |     |    | Athletic instruction                               | Providing instruction (including a combination of courses and experiences) in the fields of athletics and sports, that is designed to enable the student to engage in the athletic activity or sport in question, as either an amateur or professional.   | 711211<br>711218<br>711319<br>713910<br>713920<br>713930<br>713940<br>713950<br>713990   | 711212<br>611621<br>611622   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>611      | 96620          |
| 711                   | 14.8.9             | X                  |                         |     |    | Other education and instruction                    | Providing instruction (including a combination of courses and experiences) in fields other than fine arts, athletics and sports.  | 712119<br>712120<br>712130<br>712190   | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711211<br>711212<br>61 | 7111<br>7112<br>711310<br>711320<br>711410<br>711510<br>611      | 92900          |
| 711                   | 14.9               |                    |                         |     |    | Gambling services                                  | Providing games of chance and making/taking wagers on such games, including the outcome of sporting events or on other future events with uncertain outcomes. The bet may be made between individuals or between an individual and a commercial establishment, such as a casino, government, or lottery operator. When the bets are made between individuals, the operator of the game receives a fee or commission from the bettors. Includes intermediary services that deliver gambling products to gamblers, such as selling lottery tickets to gamblers and hosting gambling machines for a fee or commission.<br><br>Same as product 1 in 7132 list.  | 711213<br>711218<br>713210   | 711212<br>713299<br>931610   | 7112<br>711310<br>711320<br>711410<br>711510<br>721120<br>713210 | 96920          |
| 711                   | 14.9.1             | X                  |                         |     |    | Pari-mutuel sports gambling, on the event premises | Providing access to pari-mutuel wagers on future, uncertain events such as races and sporting events, at the site where the event will occur. The house pools the bets of all gamblers, takes a commission, and then distributes the remaining money to the winners. Examples include pari-mutuel wagering on horse races, dog races, and jai-alai games at the site where the events occur.<br><br>Excludes:<br>• making wagers using gambling machines is in product 15.9.2, Gambling Machine Products.<br>• excludes making pari-mutuel wagers on events taking place elsewhere.<br>• excludes all lottery type gambling.<br><br>Same as product 1.3.1.1 in 7132 list.   | 711213<br>711218   | 711212<br>713299<br>931610   | 7112<br>711310<br>711320<br>711410<br>711510<br>721120<br>713210 | 96920          |
| 711                   | 14.9.2             | X                  |                         |     |    | Gambling machine products                          | Providing electronic and mechanical gambling machines to make wagers, such as slot machines and video lottery terminals. The gambling machines used in this product function independently of a dealer, and their timing is controlled by the gambler. Examples include slot machines, video lottery terminals, and video poker, etc.<br><br>Excludes:<br>• table games that use terminals to allow gamblers to enter their bets.<br>• Keno games played using terminals that allow gamblers to enter their bets, but otherwise operate as a lottery.<br>• gambling, actual or simulated, conducted over the Internet.<br>• intermediary services such as hosting gambling machines for a fee or commission.<br><br>Same as product 1.2 in 7132 list. | 711213<br>713210   | 713299<br>711212<br>(Si el producto existiera)   | 7112<br>711310<br>711320<br>711410<br>711510<br>721120<br>713210 | 96920          |
| 711                   | 14.10              | X                  |                         |     |    | Parking services                                   | Parking for automobiles, motorcycles and bicycles. Includes the provision of space only, and the provision of space bundled with an automobile parking service ("valet service"). Includes the collection of fees for parking on streets, roads and public places.<br><br>Excludes:<br>• rental services of lock-up garages or garage premises for vehicles by the month or year.<br><br>Same as product 2.7 in 721 list.   | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711213<br>711218<br>711311<br>711319<br>712111<br>712119<br>712120<br>712130<br>712190<br>713110 | 711212<br>711311<br>711312<br>812410   | 7111<br>7112<br>711310<br>711320<br>711410<br>711510             | 67530<br>97990 |

Provisional Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

| Industry Subject Area | Working Group Code | Tri-lateral Detail | National Product Detail |     |    | United States  |   | NAICS Industries Producing the Product   |  |  | CPC Code       |
|-----------------------|--------------------|--------------------|-------------------------|-----|----|--|---|--|--|--|----------------|
|                       |                    |                    | Can                     | Méx | US | Title  | Definition  | Can  | Méx  | US   |                |
| 711                   | 14.11              | X                  |                         |     |    | Performing arts society and club membership services | A bundle of services offered by performing arts societies and clubs to members in exchange for payment of nonrefundable initiation fees and/or annual membership dues. The bundle may include the right to participate in membership events and decision-making activities of the organization; the provision of organization newsletters and publications; and services such as arranging for and providing access to specific goods and services at discounted prices, e.g. free or discounted admissions to performances of the organization.<br><br>Excludes:<br>• rental of meeting rooms, halls, etc. is in product 15.4.9, Rental of Non-residential Space in Buildings or Other Facilities nec.<br>• membership fees which are primarily a payment for a specific service are classified in the product corresponding to the service; for example a membership fee paid to a performance arts society primarily for the right of admission to performances by the society is classified in product 1, Admissions to Live Performing Arts Performances.<br>• membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset | 711111<br>711112<br>711120<br>711130<br>711190<br>711211<br>711218<br>711311<br>712111<br>712119<br>712120<br>712130<br>712190<br>713910<br>713920<br>713930<br>713940 | 711111<br>711121<br>711131<br>711191<br>(Si el producto existiera)   | 711110<br>711120<br>711130<br>711190                 | 962            |
| 711                   | 14.99              | X                  |                         |     |    | Other related services                               | Other related services provided by establishment classified in NAICS 711.   | All industries   | 711111<br>711112<br>711121<br>711122<br>711131<br>711132<br>711191<br>711192<br>711211<br>711212<br>711311<br>711312<br>711320<br>711410<br>711510<br>515120 | 7111<br>7112<br>711310<br>711320<br>711410<br>711510 | 96160<br>97990 |
| 711                   | 14.99.1            |                    |                         |     | X  | Race animal training                                 | Providing expertise in the training of racing horses and other animals.   | 711218   | 711211   | 711212<br>711219<br>711310<br>711320<br>711410       | 96620          |